

Staff Development Training: Web Design & Publishing

Sponsored by Title V, Dr. L. Thomas, Program Officer

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Session I -Getting Started

- Introduction to XHTML and web technologies
- Setting up your work space
- Introduction to Dreamweaver

Session II - Working with campus website (campus templates)

- Identifying information needs
 - The System Development Life Cycle
- More Dream weaver

Session III -Distributing Information

- Creating pdf files and working with images: A Crash introduction to Adobe Photo Shop and Adobe Acrobat Professional

Session IV -Publishing Web Documents

- Accessing the campus web server
- Publishing standards (forms, announcement, flyers, agendas, minutes)

Session I -Getting Started

- Introduction to XHTML and web technologies

Web as information channel – communicating with your users

Most important: KNOW YOUR USERS

Their needs

Match their language

Their information habits

Where do they use computers?

Do they have computers?

Building a basic web page – web/XHTML basics

File naming requirements – “.html” or “.htm”

“index.html” is a special name

Must be a text file (use Notepad)

Includes “tags”

Tags identify the parts of a document

Syntax applies:

```
<tag attribute="value" >Object</tag>
```

“Style”/standards requirements

- Setting up your work space

File management – building the website architecture

Web pages are files (or collections of files)

File naming conventions

Folder/directory management

Shared files in a central location

Sub folders for growth

Relative file addressing

Types of files

Images

PDFs

HTML/XHTML

Client/server relationship

www.wlac.edu/unit name

You will have access to “/unit”

Folder on your desktop

Build your web page on your local machine

The webserver will mirror your local file system

- Introduction to Dreamweaver

Download trial version from www.adobe.com

Organize your workspace and resources

Layout basics

Recreating the WLAC Homepage

Session II - Working with campus website (campus templates)

- Identifying information needs
 - The System Development Life Cycle
 - Feasibility
 - Is the project "doable?"
 - Risk/reward analysis
 - Planning
 - Mission statement
 - Project scope, goals & objectives
 - Organizational requirements (timeline, constraints)
 - Resource allocation/budget (time, personnel, dollars)
 - Document the "project plan"
 - Analysis
 - Identify your users
 - List needed features/functions
 - Generate site plan/map
 - First round of user tests
 - Design
 - Information architecture (file organization, naming schemas)
 - User interface (navigation, screen design)
 - Style guides
 - Prototype
 - Another round of user tests
 - Implementation
 - XHTML/web-based / Dreamweaver
 - Evaluation
 - Test the system and performance
 - Return to planning documents - does the project meet organizational needs?
 - Return to analysis documents - does the project meet its stated goals and objectives?
 - Return to users - usability testing
 - Operation/Maintenance
 - Going "live"
 - Keeping information up to date (or "timeless")
- More Dreamweaver
 - Templates: www.wlac.edu/template
 - Images: www.wlac.edu/template/images
 - Gathering other media: PDF files vs. Word files

Session III -Distributing Information

- Creating pdf files and working with images: A Crash introduction to Adobe Photo Shop and Adobe Acrobat Professional

Key point: PREPARE FOR WEB DISTRIBUTION (i.e., reduce file size)!

- SDLC Review
- Setting up your unit's work space

File management – building the website architecture

Outline your website (i.e., develop a sitemap)

File naming conventions

Lowercase!

Home page: index.html

Images: .jpg or .gif

X/HTML: .html

Documents: .pdf

Gather your files: Folder/directory management

Shared files in a central location (images)

Sub folders for growth (“flyers” or “news”)

Relative file addressing

Use a template: depending on how many different “pages”

Client/server relationship

www.wlac.edu/unit name: if not obvious, decide on a name

You will have access to “/unit”

Folder on your desktop

Build your web page on your local machine

The webserver will mirror your local file system

- LAB: Set up your unit's website

Develop a sitemap your website

Identify your templates

Build the home page and supporting pages

Session IV -Publishing Web Documents

- Download Adobe Acrobat Professional
- Publishing standards/Setting up your unit's work space

File management – building the website architecture

File naming conventions – depends on the end-user

Web pages versus other documents

Web pages for more permanent information

PDF files for information that will be printed/not web-based

Schedules

Forms

Generally, avoid Word or Excel files, unless necessary

PDF files

Assume the file will stand alone on the users' computers

Name the file with WLAC in the name (for external users)

Include a date (year or date)

Describe the contents

Capitals okay, but remember them

Gather your files: Folder/directory management

Shared files in a central location (images)

Sub folders for growth (“flyers” or “news” or “forms”)

Relative file addressing

Special files/Committee Work

Always use PDFs

File name: Committee_Documenttitle_MMDDYY.pdf

e.g., CC_Agenda_100106.pdf

Client/server relationship

Build your web page on your local machine

The webserver will mirror your local file system

- LAB: Set up your unit's website

Develop a sitemap your website

Identify your templates

Build the home page and supporting pages

Link to PDF files